

Not all discounts are a good deal for business

Entrepreneur.com

There's a smart way to offer discounts on your products and services that won't diminish the integrity of your prices, but you have to be selective, Dan Kennedy and Jason Marrs write.

When you offer a discount, you are focusing on the price of what you have to offer as your main value—not the actual value of what you provide. If you can't offer the discount continuously, you will not have predictable sales or flexibility.

Quit Twitter? 5 reasons doing so may be best for your business

BusinessNewsDaily.com

Twitter can be a powerful tool for businesses, but perhaps not for all of them, writes Jeanette Mulvey. Successful users post regularly and have a website to back up their tweets. Also, it's a good idea to "fire the Twitter sitter," which means having business leaders respond to inquiries, not delegating the task to an administrative professional.

If you're unwilling to change, you won't be able to grow

SmartBrief/SmartBlog on Leadership

Handling change and making it gracefully are can be serious

challenges for a business owner trying to create growth, says Edward Hess, a professor of business administration at the University of Virginia. As processes evolve, so must entrepreneurs—all while maintaining quality and keeping money coming in.

Make your life easier with these easy-to-use form-building tools

Entrepreneur.com

There are many business-form builders available online that can create everything from website surveys and contact forms to internal reports. Jonathan Blum outlines the pros and cons of five of his favorites: Wufoo, JotForm, FormSite, CoffeeCup Web Form Builder and frevvo.

Groupon holds promise and peril for small businesses

USA TODAY

Steve Strauss walks small-business owners through pros and cons of doing promotions with discount websites such as Groupon and LivingSocial.

Daily deals offer a chance for major exposure, but Strauss cautions that steep discounts might not attract repeat customers willing to pay full price, and businesses that aren't prepared might have trouble accommodating an onslaught of customers.

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Report: Organic and natural sales are near \$39 billion

MediaPost Communications/Marketing Daily

According to a report from CompaniesAndMarkets.com, sales of organic and natural food and beverages grew 9% in 2010, to nearly \$39 billion, while non-organic grocery growth was less than 2%.

The research firm expects strong growth to continue this year, as major food and beverage companies invest in the categories through product launches, acquisitions and improved distribution.

Report: Caterers see post-recession recovery

Supermarket News

Catering companies suffered during the downturn, but things began looking up last year, with a 9% sales increase and a similar rise expected in 2011, according to a report from Packaged Facts. The recovery has largely been fueled by a return to corporate spending on business events and bigger-budget weddings, the report says. ■

Our office has moved to Dayton, Ohio!!!

As of June 1, 2011, Geneva Analytics has taken up residence in Beavercreek, just outside of Dayton, Ohio. We thank all of our followers for their patience during this transition.

The "Marketplace" is a publication of Geneva Analytics, Ltd. Geneva Analytics was founded in 2009 to provide economic, organizational and business development planning and strategies to the public and private sector.

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